

F.I.P.: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

FROM REP NOV2/12 12.55  
\*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

ADV #	REV.	NAME	ISS/AMER.	CROSSROADS	REP. #	OEE. #	SALESMAN #
AGY #	AGY.	NAME	CROSSROADS	MEDIA LLC	BUYER NAME	MICHELINE SANTOSCO	

66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
CONTRACT # 6394592  
ORDER #  
CLASS: NATL. LOCAL REGIONAL  
SAMES PRSN WA - MEGHAN McGARR (H)

PRDST AMERICAN CROSSROADS EST#1274 COMMENTS: (LINE, ORDER, INVOICE)  
FLIGHT DATES OCT30/12 NOV5/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE NOV2/12 12.55

REP: 11 / 2 REV  
REV PRGM ON LINES 17, 19, 36, 38, 66, 68, 83, 85, 102, 104  
WTL SAME  
PLEASE CONFIRM  
THANKS! KIM FOR MEGHAN

AMERICAN CROSSROADS

REF# 2020071411# 1444592  
MOW# C: UNAPPROVED REV #2  
E: 063945 SSS

REP: TELH 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKER# HARRIS REPORT FROM REP

X# 703-316-9680

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP NOV2/12-12-55  
\$\$\$ MOD# O: UNAPPROVED REV #2 \$\$\$ \* \* \* CHANGES \*\* \* \* \* WFLA-TV \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP NOV2/12-12-55  
\* \* \* CHANGES \*\* \* \* \* WFLA-TV \*\*\*

MARKET TOTALS	\$578,295	WFLA	22%	WTMS	26%	WTSP	32%	WTVT	16%	WTG	2%	WTMA	1%	WMOR	1%
SHARES ACCURATE		WMOX	0%	WXPX	0%	WWSB	6%	CABL	0%						
SVC - NSI															
DEMO\$ - RA35+*															
MOD CODE	Z-AFFR	B-BUFR	TYPE	C-CANCELLED	DE-DELETE	E-EFF	DATES	I-LENGTH	M-MAKEGOOD	N-PROGRAM	NAME				
P-CLASS	PLAN	SECT	Q-PALD	PGM	R-RATE	S-SPORTS	PER WEEK	T-TIME	X-LATE	Y-DAYS	Z-COMMENTS	K-MULTIPLE			



REF ID: A6A711NE# C294542  
S999 MOF# O: UNAPPROVED, REV#1 SSS  
E: C2945

REF ID: A214703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
COURT WORKERSFET HABITS REPORT FROM BPD

REP: RECD# 1394332 TERM 5:563545  
S&S MOD# Q: UNAPPROVED REV #1 \$\$\$

REP: FILE# 703-516-9399 MAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP NOV2/12 12:50  
\*\*\*CHANGES\*\*\* \*\*\* WFLA-TV \*\*\*

\* - MULTIPLE  
Y - DAYS  
Z - COMMENTS  
L - LENGTH  
M - MAKEGOOD  
N - PROGRAM NAME

MARKET TOTALS 8578, 253 WFLA 22% WFLA 20% WFLA 32% WFLA 12% WFLA 28% WFLA 18% WFLA 1%

SHARES ACCURATE

SVC: NSV  
DEMOS: RA354\*

MOD CODE ADD IS-PHY TYPE C-CANCELLED DE-DELETE E-ELF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM P-PAID S-SPOTS PEP WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \* -MULTIPLE

**Crossroads Media**  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria VA 22314

**American Crossroads/ Issue**  
**Submission Number 822      Issue 2**



<b>Client:</b>	American Crossroads/Issue	<b>Submission Cost:</b>	215225
<b>Buyer:</b>		<b>Client/Product/Estimate:</b>	11/27/274
<b>Schedule Dates:</b>	10/29/12 to 11/1/12	<b>Weeks:</b>	2
<b>Est./PO Number:</b>	06394592	<b>Contract type:</b>	Political
<b>Associated Copies:</b>	No	<b>Business Type:</b>	POLITICAL
<b>Product:</b>	American Crossroads	<b>Booking Group:</b>	WFLA
<b>Demographic:</b>	(L) Household	<b>Order:</b>	
		<b>Key Market:</b>	Tampa-St. Petersburg, FL
<b>Ref</b>	<b>Sales Product Details</b>	<b>Rev Type</b>	<b>Rate</b>
1	MF-1p Days Of Our Lives ....F..	02	600 30 Comme
2	MF-10a News ....F..	02	275 30 Comme
4	MF-1030a Extra ....F..	02	250 30 Comme
5	MF-1135p ET / 1035p CTTonight Show ....F..	01	1300 30 Comme
6	MF-12p Today Show III ....F..	01	400 30 Comme
7	MF-2p Rachael Ray ....F..	02	450 30 Comme
8	MF-3p Doctors ....F..	02	750 30 Comme
9	MF-4p Dr Oz ....F..	01	1130 30 Comme
10	MF-5a News ....F..	01	300 30 Comme
<b>Weekly Totals:</b>		Total Spots(Ord Spots)	88
Open PR			-1
			-1
			-6500

**Crossroads Media**  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria VA 22314

**American Crossroads/ Issue**  
**Submission Number 822    Issue 2**



**American Crossroads/ Issue**  
**Submission Number 822    Issue 2**

**News Channel 8**

**TBO.com**

on your side

Tampa Bay Online

**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

PHONE (813) 228-8888

<b>Client:</b>	American Crossroads/ Issue		<b>Submission Cost:</b>	215225	<b>Campaign Ref:</b>	E-063945920
<b>Buyer:</b>	<b>Client/Product/Estimate:</b>		<b>Client/Ref:</b>	11/27/1274	<b>Sales Rep:</b>	HRP Washington, DC
<b>Schedule Dates:</b>	10/29/12 to 11/1/12		<b>Order Ref:</b>	2	<b>Order Ref:</b>	06394592
<b>Est./PO Number:</b>	06394592		<b>Business Type:</b>	POLITICAL	<b>Business Type:</b>	POLITICAL
<b>Associated Copies:</b>	<b>Contract type:</b>		<b>Business Category:</b>	Transactional	<b>Business Category:</b>	Transactional

Ref	Sales Product Details	Rev Type		Rate	Spot Type		10/29	11/05	Total	Cost
11	M-F 5p News	01		1700	30	Nbr of Spots	1	1	1	1700
	....F..				Comme					
12	M-F 530a News	01		550	30	Nbr of Spots	1	1	1	550
	....F..				Comme					
13	M-F 530p News	01		1700	30	Nbr of Spots	1	1	1	1700
	....F..				Comme					
14	M-F 6p News	01		2600	30	Nbr of Spots	1	1	1	2600
	....F..				Comme					
15	M-F 6a News	01		1500	30	Nbr of Spots	1	1	1	1500
	....F..				Comme					
16	M-F 630p ET / 530p CT NBC Nightly News	01		7000	30	Nbr of Spots	1	1	1	7000
	....F..				Comme					
17	M-F 7p News	01		2200	30	Nbr of Spots	1	1	1	2200
	....F..				Comme					
18	M-F 7a Today Show	01		2000	30	Nbr of Spots	1	1	1	2000
	....F..				Comme					
19	M-F 730p Entertainment Tonight	01		2200	30	Nbr of Spots	1	1	1	2200
	....F..				Comme					
20	M-F 9a Today Show II	01		1050	30	Nbr of Spots	1	1	1	1050
	....F..				Comme					
21	M-F 1p Days Of Our Lives	02		600	30	Nbr of Spots	1	1	1	600
	M.....				Comme					
22	M-F 10a News	02		275	30	Nbr of Spots	1	1	1	275
<b>Weekly Totals</b>		<b>Total Spots(Ord Spots)</b>					88	24	112	
<b>Open PR</b>							-1	-1	-1	-6500

**Crossroads Media**  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria VA 22314

**American Crossroads/ Issue**  
**Submission Number 822    Issue 2**



News  
Channel  
8

MetTV



Client: Buyer:	American Crossroads/ Issue "	Submission Cost: Client/Product Estimate:	215225 11/27/1274					
Schedule Dates:	10/29/12 to 11/1/12	Weeks:	2					
Est./PO Number:	06394592	Contract type:	Political					
Associated Copies:	No	Business Category:	Transactional					
Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
M.....				Comme				
23	M-F 1030a Extra	02		Nbr of Spots	1	1	250	250
M.....				Comme				
24	M-Su 11p News	01		Nbr of Spots	1	1	2500	2500
M.....				Comme				
25	M-F 1135p ET / 1035p CT Tonight Show	01		Nbr of Spots	1	1	1300	1300
M.....				Comme				
26	M-F 12p Today Show III	01		Nbr of Spots	1	1	400	400
M.....				Comme				
27	M-F 2p Rachael Ray	02		Nbr of Spots	1	1	450	450
M.....				Comme				
28	M-F 3p Doctors	02		Nbr of Spots	1	1	750	750
M.....				Comme				
29	M-F 4p Dr Oz	01		Nbr of Spots	1	1	1130	1130
M.....				Comme				
30	M-F 5a News	01		Nbr of Spots	1	1	300	300
M.....				Comme				
31	M-F 5p News	01		Nbr of Spots	1	1	1700	1700
M.....				Comme				
32	M-F 530a News	01		Nbr of Spots	1	1	550	550
M.....				Comme				
33	M-F 530p News	01		Nbr of Spots	1	1	1700	1700
M.....				Comme				
<b>Weekly Totals:</b>				<b>Total Spots(Ord Spots)</b>	<b>88</b>	<b>24</b>	<b>112</b>	<b>-1</b>
<b>Open PR</b>								<b>-6500</b>

**Crossroads Media**  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria VA 22314

**American Crossroads/ Issue**  
**Submission Number 822      Issue 2**



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

Client:	American Crossroads/Issue	Submission Cost:	215225	Campaign Ref:	E-063945920
Buyer:	...	Client/Product/Estimate:	11/27 /274	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/1/12	Weeks:	2	Order Ref:	06394592
Est./PO Number:	06394592	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No	Business Category:	Transactional		

Ref	Sales Product Details	Rev Type		Rate	Spot Type		10/29	11/05	Total	Cost
34	M-F 6p News M.....	01		2600	30	Nbr of Spots		1	1	2600
35	M-F 6a News M.....	01		1500	30	Comme		1	1	1500
36	M-F 7p News M.....	01		2200	30	Nbr of Spots		1	1	2200
37	M-F 7a Today Show M.....	01		2000	30	Comme		1	1	2000
38	M-F 730p Entertainment Tonight M.....	01		2200	30	Comme		1	1	2200
39	Mon 8-10p ET / 7-9p CT Voice M.....	02		15000	30	Nbr of Spots		1	1	15000
40	M-F 9a Today Show II M.....	01		1050	30	Comme		1	1	1050
41	Sat 1130p ET / 1030p CT Saturday Night Live ...S.	01		2850	30	Nbr of Spots		1	1	2650
42	Sat 7a Today Show ...S.	01		1000	30	Comme		1	1	1000
43	Sat 9a News ...S.	01		600	30	Nbr of Spots		1	1	600
44	Sun 10a Meet The Press ...S	01		6500	30	Comme		1	1	6500
45	Sun 6p News	01		1600	30	Nbr of Spots		1	1	1600
<b>Weekly Totals:</b>						Total Spots(Ord Spots)	88	24	112	
Open PR							-1	-1	-1	-6500



**Crossroads Media**  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria VA 22314

**American Crossroads/ Issue**  
**Submission Number 822      Issue 2**



**WFLA-TV**  
**8 MetTV**



**PHONE (813) 228-8888**  
 P.O. Box 1410  
 Tampa, FL 33601

Client:	American Crossroads/Issue		Submission Cost:	2,15225	Campaign Ref:	E-063945920
Buyer:	''		Client/Product/Estimate:	11/27/1274	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12		Weeks:	2	Order Ref:	06394592
Est/P/O Number:	06394592		Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No		Business Category:	Transactional		

Ref	Sales Product Details	Rev Type		Rate	Spot Type	10/29	11/05	Total	Cost
57	M-F 4p Dr Oz ...T...	01		1130	30	Nbr of Spots	1	1	1130
58	M-F 5a News ...T...	01		300	30	Nbr of Spots	1	1	300
59	M-F 5p News ...T...	01		1700	30	Nbr of Spots	1	1	1700
60	M-F 530a News ...T...	01		550	30	Nbr of Spots	1	1	550
61	M-F 530p News ...T...	01		1700	30	Nbr of Spots	1	1	1700
62	M-F 6p News ...T...	01		2600	30	Nbr of Spots	1	1	2600
63	M-F 7p News ...T...	01		2200	30	Nbr of Spots	1	1	2200
64	M-F 7a Today Show ...T...	01		2000	30	Nbr of Spots	1	1	2000
65	M-F 730p Entertainment Tonight ...T...	01		2200	30	Nbr of Spots	1	1	2200
66	M-F 9a Today Show II ...T...	01		1050	30	Nbr of Spots	1	1	1050
67	M-F 1p Days Of Our Lives ...T...	02		600	30	Nbr of Spots	1	1	600
68	M-F 10a News ...T....	02		275	30	Nbr of Spots	1	1	275

**Weekly Totals:** Total Spots(Ord Spots)

Open PR

**Crossroads Media**  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria VA 22314

**American Crossroads/ Issue**  
**Submission Number 822      Issue 2**



**WFLA-TV**

P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8868**

<b>Client:</b>	American Crossroads/ Issue		<b>Submission Cost:</b>	215225
<b>Buyer:</b>	..		<b>Client/Product/Estimate:</b>	11/27/1274
<b>Schedule Dates:</b>	10/29/12 to 11/1/12		<b>Weeks:</b>	2
<b>Est./PO Number:</b>	06394592		<b>Contract type:</b>	Political
<b>Associated Copies:</b>	No		<b>Business Category:</b>	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
69	M-F 1030a Extra	02	250	30 Comme	Nbr of Spots	1	1	250
70	M-Su 11p News	01	2500	30 Comme	Nbr of Spots	1	1	2500
71	M-F 12p Today Show III	01	400	30 Comme	Nbr of Spots	1	1	400
72	M-F 2p Rachael Ray	02	450	30 Comme	Nbr of Spots	1	1	450
73	M-F 3p Doctors	02	750	30 Comme	Nbr of Spots	1	1	750
74	M-F 4p Dr Oz	01	1130	30 Comme	Nbr of Spots	1	1	1130
75	M-F 5a News	01	300	30 Comme	Nbr of Spots	1	1	300
76	M-F 5p News	01	1700	30 Comme	Nbr of Spots	1	1	1700
77	M-F 530a News	01	550	30 Comme	Nbr of Spots	1	1	550
78	M-F 530p News	01	1700	30 Comme	Nbr of Spots	1	1	1700
79	M-F 6p News	01	2600	30 Comme	Nbr of Spots	1	1	2600
80	M-F 7p News	01	2200	30 Comme	Nbr of Spots	1	1	2200

<b>Weekly Totals</b>	<b>Total Spots(Ord Spots)</b>
(Open PR)	-1
	88
	24
	-1
	112
	-6500

**Crossroads Media**

66 Canal Center Plaza  
Suite 555  
Alexandria VA 22314

**American Crossroads/ Issue**  
**Submission Number 822    Issue 2**


**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601

**PHONE (813) 228-8888**

Client: American Crossroads/ Issue

Submission Cost:

215225  
11/27/1274

Campaign Ref:

E063945920

Sales Rep:

HRP Washington, DC

Order Ref:

06394592

Business Type:

POLITICAL

Business Category:

Transactional

Buyer: ..  
Schedule Dates: 10/29/12 to 11/11/12  
Est/P/O Number: 06394592  
Associated Copies: No

Client/Product/Estimate:  
Weeks:  
Contract type:

Ref	Sales Product Details	Rev Type		Rate	Spot Type	10/29	11/05	Total	Cost
81	M-F 7a Today Show	01		2000	30 Comme	Nbr of Spots	1	1	2000
82	M-F 730p Entertainment Tonight	01		2200	30 Comme	Nbr of Spots	1	1	2200
83	M-F 9a Today Show II	01		1050	30 Comme	Nbr of Spots	1	1	1050
84	M-F 1p Days Of Our Lives	02		600	30 Comme	Nbr of Spots	1	1	600
85	M-F 10a News	02		275	30 Comme	Nbr of Spots	1	1	275
86	M-F 1030a Extra	02		250	30 Comme	Nbr of Spots	1	1	250
87	M-F 1135p ET / 1035p CT Tonight	01		1300	30 Comme	Nbr of Spots	1	1	1300
88	M-F 12p Today Show III	01		400	30 Comme	Nbr of Spots	1	1	400
89	M-F 2p Rachael Ray	02		450	30 Comme	Nbr of Spots	1	1	450
90	M-F 3p Doctors	02		750	30 Comme	Nbr of Spots	1	1	750
91	M-F 4p Dr Oz	01		1130	30 Comme	Nbr of Spots	1	1	1130
92	M-F 5a News	01		300	30 Comme	Nbr of Spots	1	1	300

**Weekly Totals:**

Total Spots(Ord Spots)

Open PR

-1

24

112

-1

-6500

Local

**Crossroads Media**  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria VA 22314

**American Crossroads/ Issue**  
**Submission Number 822    Issue 2**



Client:	American Crossroads/ issue	Submission Cost:	215225	Campaign Ref:	E:063945920
Buyer:	"	Client/Product/Estimate:	11/27/11/274	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/1/12	Weeks:	2	Order Ref:	06394592
Est./PO Number:	06394592	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No	Business Category:	Transactional		

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
..W...				Comme				
93 M-F 5p News ..W...		01		Nbr of Spots	1	1	1	1700
				30				1700
94 M-F 530a News ..W...		01		Nbr of Spots	1	1	1	550
				30				550
95 M-F 530p News ..W...		01		Nbr of Spots	1	1	1	1700
				30				1700
96 M-F 6p News ..W...		01		Nbr of Spots	1	1	1	2600
				30				2600
97 M-F 6a News ..W...		01		Nbr of Spots	1	1	1	1500
				30				1500
98 M-F 630p ET / 530p CT NBC Nightly News ..W...		01		Nbr of Spots	1	1	1	7000
				7000				7000
99 M-F 7p News ..W...		01		Nbr of Spots	1	1	1	2200
				30				2200
100 M-F 7a Today Show ..W...		01		Nbr of Spots	1	1	1	2000
				30				2000
101 M-F 730p Entertainment Tonight ..W...		01		Nbr of Spots	1	1	1	2200
				30				2200
102 M-F 9a Today Show II ..W...		01		Nbr of Spots	1	1	1	1050
				30				1050
103 F1 Top ET / 9p CT Revolution ..F...		01		Nbr of Spots	1	1	1	10000
				30				10000
<b>Weekly Totals:</b>				Total Spots(Ord Spots)	88	24	112	
Open PR					-1		-1	-6500

**Crossroads Media**  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria VA 22314

**American Crossroads/ Issue**  
**Submission Number 822    Issue 2**



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

<b>Client:</b>	American Crossroads/ Issue	<b>Submission Cost:</b>	215225
<b>Buyer:</b>	"	<b>Client/Product Estimate:</b>	11/27/12/24
<b>Schedule Dates:</b>	10/29/12 to 11/11/12	<b>Weeks:</b>	2
<b>Est./PO Number:</b>	06394592	<b>Contract type:</b>	Political
<b>Associated Copies:</b>	No	<b>Business Category:</b>	Transactional

Ref	Sales Product Details	Rev Type		Rate	Spot Type		10/29	11/05	Total	Cost
104	Sat 7p Star Watch	01		2500	30	Nbr of Spots	2		2	5000
	....S.									
105	M-F 6a News	01		1500	30	Nbr of Spots		2	2	3000
	M.....									
106	Sat 7a Today Show	01		1000	30	Nbr of Spots	1		1	1000
	....S.									
107	Mon 8-10p ET / 7-9p CT Voice	03		10500	30	Nbr of Spots	1	1	1	10500
	M.....									
108	Sat Notre Dame Football	01		1750	30	Nbr of Spots	3		3	5250
	....S.									
109	M-F 1135p ET / 1035p CT Tonight Show	02		1250	30	Nbr of Spots		1	1	1250
	M.....									
<b>Weekly Totals:</b>							68	24	112	
Total Spots(Ord Spots)							-1		-1	
Open PR										-6500

**Pre-emption Summary**

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
44	Sun 10a Meet The Press	30 Commercial	10/29/12	Open Pre Emption	6,500.00		0000000000	E-063945920

**Grand Totals**

	Totals	Month 11 Weeks: 4
Spots	112	88
Cost	221725	168620

Local

Grand Totals:

Spots:	112
Gross Total:	215,225.00
Commission:	32,283.75
Net Total:	182,941.25

Local

REF: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT24/12 11:34  
\*\*\* ORIGINAL REV 6 \*\*\* \* \* \* WFLA-TV \*\*\*

ADVISORY #	ADV. NAME ISSUER	ISSUER	REP. #	OFF. #	SALESMAN #					
AGENCY #	AGENCY NAME	CROSSROADS MEDIA LLC	BUYER NAME	MICHELLE SANTUOSO						
	16 CANAL CENTER PLAZA, SUITE 555		SALES PRSN WA-	MEGHAN MCGARR (H)						
	ALEXANDRIA, VA 22314									
ORDER #	CONTRACT #	6394592	CLASS:	NATL.	LOCAL					
PROGRAM	AMERICAN CROSSROADS	EST# 1274	COMMENTS:	(LINE, ORDER, INVOICE)	REGIONAL					
FLIGHT DATES	OCT 30 / 12	NOV 5 / 12	WK-	1						
CITY TAX	STATE TAX		CO-OP BILLING NEEDED		DATE OCT 24 / 12 11:34					
REP:	NEW ORDER									
	TEL 520-725 @ 105X									
	PLEASE CONFIRM									
	THANKS! BRIAN FOR MEGHAN									
CON CM	***** THIS IS A CASH IN ADVANCE SCHEDULE *****									
	AMERICAN CROSSROADS									
	<i>total: \$13,00</i>									
	<i>10/24/12 FCR</i>									
	<i>Meghan</i>									
LINE# : REF : CD:	TIME PERIOD :	LGTH :	SEC :	RATE :	START :	END :	SPTS:	WEEK :	DAYS :	TOTL:
:	:	:	:	:	DATE :	DATE :	/WK:	INVT:	:	SPTS:
AGENCY ADVERTISER CODE = 11 AGENCY EST# = 1274										
AGENCY PRODUCT CODE = 27										
1	1000P-2000P	30		\$600.00	11/2	11/2	1	FRI		1
PROGRAM :	DAYTIME LIVES									
CON COM:	DAYTIME LIVES									
2	1000P-1100P	30		\$275.00	11/2	11/2	1	FRI		1
PROGRAM :	DAYTIME									
CON COM:	DAYTIME									
3	1000P-1100P	30		10000.00	11/2	11/2	1	FRI		1
PROGRAM :	DATELINE FR-NBC									
CON COM:	DATELINE FR-NBC									

10/24/12 FCR

REB  
HEADING # 6394592  
\*\*\*  
ORIGINAL REVIEW

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGEN  
SHEET

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP \*

OCT 24 / 12 11 - 34  
\* \* \* METN-TV \* \* \*

REP HEADLINE# F264592  
\*\*\* ORIGINAL REV'D \*\*\*

REP: TET# 703-516-9399  
CREDIT ADVISORY: AGENCIES  
OF THE INVENTION

CREDIT RISK ! ! !  
HARRIS REPORT FROM REP

OCT 24 / 12 11 - 34  
\*\*\* WERTH \*\*\*

MEP, MEMORIALS 6394592  
\*\*\* CUSTODIAL 114

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
USER WORKSHEET HARRIS REPORT FROM REP

OCT 24 / 12 11 - 34  
\*\*\* WFLA-TV \*\*\*

REP HEADLINE# 6354592  
\*\*\* ORIGINAL REV#U \*\*\*

REF: TEL# 703-516-9399  
CREDIT ADVISORY: AGEN  
ORDER WORKSHEET

FAX# 703-511-  
CREDIT RISK ! !  
HARRIS REPORT FROM REIN

OCT 24 / 12 11 - 34  
\*\*\* WERNER \*\*\*

REP: DEADLINE# 6394392  
\*\*\* ORIGINAL FLEV#C \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT24/12 11.34  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD:	TIME PERIOD	LGTN	SEC	RATE	START	END	SPTS:	WEEK	DAY	:TOTL:	:SPTS:
40			900A-1300A	30		\$1,050.00	11/5	11/5	1				
41	PROGRAM : CON COM1:	TODAY SUNDAY	SAT NITE LIVE<	30		\$2,650.00	11/3	11/3	1	SAT		1	
42	PROGRAM : CON COM1:	600P-630P	SAT NITE LIVE<	30		\$1,500.00	11/3	11/3	1	SAT		1	
43	PROGRAM : CON COM1:	630P-700P	NEWS	30		\$7,000.00	11/3	11/3	1	SAT		1	
44	PROGRAM : CON COM1:	700A-900A	NBC NIGHTLY NEWS - SAT	30		\$1,000.00	11/3	11/3	1	SAT		1	
45	PROGRAM : CON COM1:	900A-1000A	THE TODAY SHOW - SATURDAY	30		\$600.00	11/3	11/3	1	SAT		1	
46	PROGRAM : CON COM1:	1000A-1100A	Avg. All Wks	30		\$6,500.00	11/4	11/4	1	SUN		1	
47	PROGRAM : CON COM1:	600P-630P	MEET PRESS-SUN	30		\$1,600.00	11/4	11/4	1	SUN		1	
48	PROGRAM : CON COM1:	630P-700P	NEWSCH8-6 SUN	30		\$8,000.00	11/4	11/4	1	SUN		1	

RECEIVED  
HEMULINE 634592  
ORIGINAL REV'D \*\*\*  
\* \* \*

REF ID: TEL4703-516-9399 CREDIT RISK FAX# 703..516..9680  
CREDIT ADVISORY: AGENCY HARRIS REPORT FROM BTP  
ORDER WORKSHEET: HARRIS REPORT FROM BTP

OCT 24 / 12 11 - 34  
\*\*\* MORTA-TV \*\*\*

REF. NO. 5459  
\*\*\* ORIGINAL REVIEW \*\*\*

REF: TEL# 703-516-9399  
CREDIT ADVISORY: AGEN  
ORDER WORKSHEET

CREDIT RISK ! ! !  
HARRIS REPORT FROM REP

OCT 24 / 12 11 - 34  
\*\*\* WET N-TV \*\*\*

REP HEADLINE 0304392  
\*\*\* ORIGINAL REV#0 \*\*\*

TEP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
DRAFT WORKSHOP HARRIS REPORT FROM REP

OCT 24 / 12 11 . 34  
\*\*\* WFLA-TV \*\*\*

KEP READING 6394592  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT 24 / 12 11 . 34  
\*\*\* WELLA-TV \*\*\*

REP HENKELIN # 6394392

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT 24 / 12 11 - 34  
\*\*\* WFLA-TV \*\*\*

REF: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
OKLER WORKSHEET HARRIS REPORT FROM REP

ORIGINAL PREVIEW \*\*\*

CREDIT ADVISORY: AGENCY CREDIT RISK REPORT FROM REP OCT 24/12 11:34  
OKLER WORKSHEET HARRIS REPORT \*\*\* WFLA-TV \*\*\*

REP : HEADLINE# 6394592  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
OCT24/12 11.34  
\*\*\* WFLA-TV \*\*\*

LINE#	REP#	CD:	TIME	PERIOD	LENGTH	SEC	RATE	START DATE	END DATE	SPTS: /WK:	WEEK INVT	DAY	:TOTAL: SPTS:
103			700A-900A		30		\$2,000.00	10/31	10/31	1.		WED	1
104			730P-800P		30		\$2,200.00	10/31	10/31	1.		WED	1
105			900A-1000A		30		\$1,050.00	10/31	10/31	1.		WED	1
			PROGRAM : TODAY SHW2-NBC										
			CNN COML: TODAY SHW2-NBC										
			NOV/12										
			208725.00										
								CONTRACT TOTAL SPOTS	208725.00	105			

MARKET POTENTIALS: \$938,160 WTMA 22% WFTS 20% WTWR 32% WTWT 16% WTOG 2% WTTA 1% WMOR 1%  
SHARES ACCURATE  
SVC- NSI  
DEMOs- RAJS+\*

**Crossroads Media**  
66 Canal Center Plaza  
Suite 555  
Alexandria VA 22314

**American Crossroads/ Issue**  
Submission Number 817 Issue 1



**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601

**PHONE (813) 226-8886**

**Original**

Client:	American Crossroads/ Issue	Submission Cost:	195725	Campaign Ref:	E-063945920
Buyer:	"	Client/Product/Estimate:	11/27/12/274	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06394592
Est./PO Number:	06394592	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No	Business Category:	Transactional		

Product:	American Crossroads	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type		Rate	Spot Type		10/29	11/05	Total	Cost
1	M-F 1p Days Of Our Lives ....F..	02		600	30	Nbr of Spots	1	1	1	600
2	M-F 10a News ....F..	02		275	30	Comme				275
3	Fri 10p ET / 9p CT Dateline NBC Friday ....F..	01		10000	30	Nbr of Spots	1	1	1	10000
4	M-F 1030a Extra ....F..	02		250	30	Comme				250
5	M-F 1135p ET / 1035p CT Tonight Show ....F..	01		1300	30	Nbr of Spots	1	1	1	1300
6	M-F 12p Today Show III ....F..	01		400	30	Comme				400
7	M-F 2p Rachael Ray ....F..	02		450	30	Nbr of Spots	1	1	1	450
8	M-F 3p Doctors ....F..	02		750	30	Comme				750
9	M-F 4p Dr Oz ....F..	01		1130	30	Nbr of Spots	1	1	1	1130
Weekly Totals:				Total Spots(Ord Spots)	82		20	102		

**Crossroads Media**  
66 Canal Center Plaza  
Suite 555  
Alexandria VA 22314

**American Crossroads/ Issue**  
Submission Number 817 Issue 1



American Crossroads/ Issue

Submission Number 817 Issue 1

American Crossroads/ Issue

Submission Number 817 Issue 1

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

**Original**

Client: Buyer: Schedule Dates: Est./PO Number: Associated Copies:	American Crossroads/ Issue 10/29/12 to 11/1/12 06394592 No	Submission Cost: Client/Product Estimate: Weeks: Contract type:	195725 11/27/274 2 Political	Campaign Ref: Sales Rep: Order Ref: Business Type: Business Category:	E-063945920 HRP Washington, DC 06394592 POLITICAL Transactional
---	---	--	---------------------------------------	---	---

Ref	Sales Product Details	Rev	Type	Rate	Spot Type	10/29	11/05	Total	Cost
10	M-F 5a News ...F..		01		Comme				
11	M-F 5p News ...F..		01		300 Comme	Nbr of Spots 1	1	1	300
12	M-F 530a News ...F..		01		1700 Comme	Nbr of Spots 1	1	1	1700
13	M-F 530p News ...F..		01		550 Comme	Nbr of Spots 1	1	1	550
14	M-F 6p News ...F..		01		1700 30 Comme	Nbr of Spots 1	1	1	1700
15	M-F 6a News ...F..		01		2600 30 Comme	Nbr of Spots 1	1	1	2600
16	M-F 630p ET/530p CT NBC Nightly News ...F..		01		1500 7000 30 Comme	Nbr of Spots 1	1	1	1500
17	M-F 7p News ...F..		01		2200 30 Comme	Nbr of Spots 1	1	1	2200
18	M-F 7a Today Show ...F..		01		2000 30 Comme	Nbr of Spots 1	1	1	2000
19	M-F 730p Entertainment Tonight ...F..		01		2200 30 Comme	Nbr of Spots 1	1	1	2200
<b>Weekly Totals:</b> Total Spots(Ord Spots)						82	20	102	

**Crossroads Media**  
66 Canal Center Plaza  
Suite 555  
Alexandria VA 22314

**American Crossroads/ Issue**  
**Submission Number 817   Issue 1**



No

Client: American Crossroads/ Issue  
Buyer: ...  
Schedule Dates: 10/29/12 to 11/11/12  
Est./PO Number: 06394592  
Associated Copies: No

Submission Cost: 195725  
Client/Product Estimate: 11/27/1274  
Weeks: 2  
Contract type: Political

Campaign Ref: E 063945920  
Sales Rep: HRP Washington, DC  
Order Ref: 06394592  
Business Type: POLITICAL  
Business Category: Transactional

**Original**

Ref	Sales Product Details	Rev Type		Rate	Spot Type	10/29	11/05	Total	Cost
20	M-F 9a Today Show II F....	01		1050	30 Comme	Nbr of Spots 1	1	1	1050
21	M-F 1p Days Of Our Lives M.....	02		600	30 Comme	Nbr of Spots 1	1	1	600
22	M-F 10a News M.....	02		275	30 Comme	Nbr of Spots 1	1	1	275
23	M-F 1030a Extra M.....	02		250	30 Comme	Nbr of Spots 1	1	1	250
24	M-Su 11p News M.....	01		2500	30 Comme	Nbr of Spots 1	1	1	2500
25	M-F 1135p ET / 1035p CT Tonight Show M.....	01		1300	30 Comme	Nbr of Spots 1	1	1	1300
26	M-F 12p Today Show III M.....	01		400	30 Comme	Nbr of Spots 1	1	1	400
27	M-F 2p Rachael Ray M.....	02		450	30 Comme	Nbr of Spots 1	1	1	450
28	M-F 3p Doctors M.....	02		750	30 Comme	Nbr of Spots 1	1	1	750
29	M-F 4p Dr Oz M.....	01		1130	30 Comme	Nbr of Spots 1	1	1	1130
30	M-F 5a News M.....	01		300	30 Comme	Nbr of Spots 1	1	1	300
Weekly Totals:						Total Spots(Ord Spots)	82	20	102

PHONE (813) 226-8888

**Crossroads Media**  
66 Canal Center Plaza  
Suite 555  
Alexandria VA 22314

**American Crossroads/ Issue**  
**Submission Number 817    Issue 1**



Client: American Crossroads/ Issue  
Buyer: ...  
Schedule Dates: 10/29/12 to 11/11/12  
Est./PO Number: 06394592  
Associated Copies: No

Submission Cost: 195725  
Client/Product/Estimate: 11/27/12/74  
Weeks: 2  
Contract Type: Political

Campaign Ref: E:063945920

Sales Rep: HRP Washington, DC

Order Ref: 06394592

Business Type: POLITICAL

Business Category: Transactional

Ref	Sales Product Details	Rev	Type	Rate	Spot Type	10/29	11/05	Total	Cost
31	M-F 5p News	01		17.00	30 Comme	Nbr of Spots	1	1	17.00
32	M-F 530a News	01		550	30 Comme	Nbr of Spots	1	1	550
33	M-F 530p News	01		17.00	30 Comme	Nbr of Spots	1	1	17.00
34	M-F 6p News	01		2600	30 Comme	Nbr of Spots	1	1	2600
35	M-F 6a News	01		1500	30 Comme	Nbr of Spots	1	1	1500
36	M-F 7p News	01		2200	30 Comme	Nbr of Spots	1	1	2200
37	M-F 7a Today Show	01		2000	30 Comme	Nbr of Spots	1	1	2000
38	M-F 730p Entertainment Tonight	01		2200	30 Comme	Nbr of Spots	1	1	2200
39	Mon 8-10p ET / 7-9p CT Voice	02		15000	30 Comme	Nbr of Spots	1	1	15000
M.....									
40	M-F 9a Today Show II	01		1050	30 Comme	Nbr of Spots	1	1	1050
M.....									
41	Sat 1130p ET / 1030p CT Saturday Night Live	01		2650	30 Nbr of Spots	1	1	2650	
Weekly Totals:		Total Spots(Ord Spots)				82	20	102	

**Original**

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**Crossroads Media**  
66 Canal Center Plaza  
Suite 555  
Alexandria VA 22314

**American Crossroads/ Issue**  
**Submission Number 817    Issue 1**



**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b>	American Crossroads/ Issue	<b>Submission Cost:</b>	195725	<b>Campaign Ref:</b>	E-063045920
<b>Buyer:</b>	"	<b>Client/Product/Estimate:</b>	11/27/1274	<b>Sales Rep:</b>	HRR Washington, DC
<b>Schedule Dates:</b>	10/29/12 to 11/11/12	<b>Order Ref:</b>	2	<b>Order Ref:</b>	06304592
<b>Est./PO Number:</b>	06304592	<b>Business Type:</b>	Political	<b>Business Type:</b>	POLITICAL
<b>Associated Copies:</b>	No	<b>Business Category:</b>	Transactional		

Ref	Sales Product Details	Rev Type		Rate	Spot Type	10/29	11/05	Total	Cost
42	Sat 7a Today Show	01		1000	Comme				
	....S.			30	Nbr of Spots	1	1	1	1000
43	Sat 9a News	01		600	Comme				
	....S.			30	Nbr of Spots	1	1	1	600
44	Sun 10a Meet The Press	01		6500	Comme				
	....S.			30	Nbr of Spots	1	1	1	6500
45	Sun 6p News	01		1600	Comme				
	....S.			30	Nbr of Spots	1	1	1	1600
46	Sun 630p ET / 530p CT NBC Nightly News	01		8000	Comme				
	....S.			30	Nbr of Spots	1	1	1	8000
47	Sun 8a Today Show	01		1100	Comme				
	....S.			30	Nbr of Spots	1	1	1	1100
48	Sun 815p ET / 715p CT NBC Sunday Night Football	01		28000	Comme				
	....S.			30	Nbr of Spots	1	1	1	28000
49	Sun 9a News	01		600	Comme				
	....S.			30	Nbr of Spots	1	1	1	600
50	M-F 1p Days Of Our Lives	02		600	Comme				
	....T...			30	Nbr of Spots	1	1	1	600
51	M-F 10a News	02		275	Comme				
	....T...			30	Nbr of Spots	1	1	1	275
	<b>Weekly Totals:</b>	<b>Total Spots(Ord Spots)</b>		82		20	102		

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**American Crossroads/ Issue**  
**Submission Number 817      Issue 1**



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P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

<b>Client:</b> American Crossroads/Issue	<b>Submission Cost:</b> 195725	<b>Campaign Ref:</b> E-063945920
<b>Buyer:</b> ...T...	<b>Client/Product/Estimate:</b> 11/27/1274	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/29/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06394592
<b>Est./PO Number:</b> 06394592	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

**Original**

Ref	Sales Product Details	Rev Type		Rate	Spot Type	10/29	11/05	Total	Cost
52	M-F 1030a Extra	02		250	Nbr of Spots	1	1	1	250
	...T...			30	Comme				
53	M-Su 11p News	01		2500	Nbr of Spots	1	1	1	2500
	...T...			30	Comme				
54	M-F 12p Today Show III	01		400	Nbr of Spots	1	1	1	400
	...T...			30	Comme				
55	M-F 2p Rachael Ray	02		450	Nbr of Spots	1	1	1	450
	...T...			30	Comme				
56	M-F 3p Doctors	02		750	Nbr of Spots	1	1	1	750
	...T...			30	Comme				
57	M-F 4p Dr Oz	01		1130	Nbr of Spots	1	1	1	1130
	...T...			30	Comme				
58	M-F 5a News	01		300	Nbr of Spots	1	1	1	300
	...T...			30	Comme				
59	M-F 5p News	01		1700	Nbr of Spots	1	1	1	1700
	...T...			30	Comme				
60	M-F 530a News	01		550	Nbr of Spots	1	1	1	550
	...T...			30	Comme				
61	M-F 530p News	01		1700	Nbr of Spots	1	1	1	1700
	...T...			30	Comme				
62	M-F 6p News	01		2600	Nbr of Spots	1	1	1	2600
	...T...			30	Comme				
<b>Weekly Totals:</b> Total Spots(Ord Spots)						62	20	102	

**Crossroads Media**  
66 Canal Center Plaza  
Suite 555  
Alexandria VA 22314

**American Crossroads/ Issue**  
**Submission Number 817    Issue 1**



P.O. Box 1410  
Tampa, FL 33601

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

Client:	American Crossroads/ Issue	Submission Cost:	195725	Campaign Ref:	E-063045920
Buyer:	"	Client/Product/Estimate:	11/27/1274	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	063094592
Est./PO Number:	063094592	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No	Business Category:	Transactional		

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
63	M-F 7p News ...T...	01	2200	Nbr of Spots	1	1	1	2200
64	M-F 7a Today Show T...	01	2000	Comme				2000
65	M-F 730p Entertainment Tonight T...	01	2200	Nbr of Spots	1	1	1	2200
66	M-F 9a Today Show II T...	01	1050	Comme				1050
67	M-F 1p Days Of Our Lives T...	02	600	Nbr of Spots	1	1	1	600
68	M-F 10a News T.....	02	275	Comme				275
69	M-F 1030a Extra T.....	02	250	Nbr of Spots	1	1	1	250
70	M-Su 11p News T.....	01	2500	Comme				2500
71	M-F 12p Today Show III T.....	01	400	Nbr of Spots	1	1	1	400
72	M-F 2p Rachael Ray T.....	02	450	Comme				450
73	M-F 3p Doctors T.....	02	750	Nbr of Spots	1	1	1	750
<b>Weekly Totals:</b>				Total Spots(Ord Spots)	82	20	102	

**Crossroads Media**  
66 Canal Center Plaza  
Suite 555  
Alexandria VA 22314

**American Crossroads/ Issue**  
**Submission Number 817    Issue 1**



**News Channel 8**  
on your side

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-5388

**Original**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 195725	<b>Campaign Ref:</b> E-063945920
<b>Buyer:</b> ... Schedule Dates: 10/29/12 to 11/1/12	<b>Client/Product/Estimate:</b> 11/27/12/4	<b>Sales Rep:</b> HRP Washington, DC
<b>Est./PO Number:</b> 06394592	<b>Weeks:</b> 2	<b>Order Ref:</b> 06394592
<b>Associated Copies:</b> No	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
	<b>Business Category:</b> Transactional	

Ref	Sales Product Details	Rev Type		Rate	Spot Type	10/29	11/05	Total	Cost
74	M-F 4p Dr Oz T.....	01		1130	30 Comme	Nbr of Spots 1	1	1	1130
75	M-F 5a News T.....	01		300	30 Comme	Nbr of Spots 1	1	1	300
76	M-F 5p News T.....	01		1700	30 Comme	Nbr of Spots 1	1	1	1700
77	M-F 530a News T.....	01		550	30 Comme	Nbr of Spots 1	1	1	550
78	M-F 530p News T.....	01		1700	30 Comme	Nbr of Spots 1	1	1	1700
79	M-F 6p News T.....	01		2600	30 Comme	Nbr of Spots 1	1	1	2600
80	M-F 7p News T.....	01		2200	30 Comme	Nbr of Spots 1	1	1	2200
81	M-F 7a Today Show T.....	01		2000	30 Comme	Nbr of Spots 1	1	1	2000
82	M-F 730p Entertainment Tonight T.....	01		2200	30 Comme	Nbr of Spots 1	1	1	2200
83	M-F 9a Today Show II T.....	01		1050	30 Comme	Nbr of Spots 1	1	1	1050
84	M-F 1p Days Of Our Lives W....	02		600	30 Comme	Nbr of Spots 1	1	1	600
<b>Weekly Totals:</b> Total Spots(Ord Spots)				82	20	102			

**Crossroads Media**  
66 Canal Center Plaza  
Suite 555  
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**American Crossroads/ Issue**  
**Submission Number 817    Issue 1**



**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b> American Crossroads/Issue	<b>Submission Cost:</b> 195725	<b>Campaign Ref:</b> E:063945920
<b>Buyer:</b> " "	<b>Client/Product/Estimate:</b> 10/28/12 to 11/11/12	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/28/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06394592
<b>Est./PO Number:</b> 06394592	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No	<b>Business Category:</b> Transactional	

Ref	Sales Product Details	Rev Type		Rate	Spot Type	10/29	11/05	Total	Cost
85	M-F 10a News .W...	02		275	30 Comme	Nbr of Spots 1	1	1	275
86	M-F 1030a Extra .W...	02		250	30 Comme	Nbr of Spots 1	1	1	250
87	M-F 1135p ET / 1035p CT Tonight Show .W...	01		1300	30 Comme	Nbr of Spots 1	1	1	1300
88	M-F 12p Today Show III .W...	01		400	30 Comme	Nbr of Spots 1	1	1	400
89	M-F 2p Rachael Ray .W...	02		450	30 Comme	Nbr of Spots 1	1	1	450
90	M-F 3p Doctors .W...	02		750	30 Comme	Nbr of Spots 1	1	1	750
91	M-F 4p Dr Oz .W...	01		1130	30 Comme	Nbr of Spots 1	1	1	1130
92	M-F 5a News .W...	01		300	30 Comme	Nbr of Spots 1	1	1	300
93	M-F 5p News .W...	01		1700	30 Comme	Nbr of Spots 1	1	1	1700
94	M-F 530a News .W...	01		550	30 Comme	Nbr of Spots 1	1	1	550
95	M-F 530p News	01		1700	30 Comme	Nbr of Spots 1	1	1	1700
<b>Weekly Totals:</b> Total Spots(Ord Spots)				82	20	102			

**Crossroads Media**  
66 Canal Center Plaza  
Suite 555  
Alexandria VA 22314

**American Crossroads/ Issue**  
**Submission Number 817    Issue 1**



**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

Client:	American Crossroads/Issue	Submission Cost:	195725	Campaign Ref:	E:063945920
Buyer:	"	Client/Product/Estimate:	11/27/1274	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06394592
Est./PO Number:	06394592	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No	Business Category:	Transactional		

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
..W...				Comme				
96	M-F 6p News	01	2600	30	Nbr of Spots	1	1	2600
..W...				Comme				
97	M-F 6a News	01	1500	30	Nbr of Spots	1	1	1500
..W...				Comme				
98	M-F 630p ET / 530p CT NBC Nightly News	01	7000	30	Nbr of Spots	1	1	7000
..W...				Comme				
99	M-F 7p News	01	2200	30	Nbr of Spots	1	1	2200
..W...				Comme				
100	M-F 7a Today Show	01	2000	30	Nbr of Spots	1	1	2000
..W...				Comme				
101	M-F 730p Entertainment Tonight	01	2200	30	Nbr of Spots	1	1	2200
..W...				Comme				
102	M-F 9a Today Show II	01	1050	30	Nbr of Spots	1	1	1050
..W...				Comme				
<b>Weekly Totals:</b> Total Spots(Ord Spots)					82	20	102	
<b>Grand Totals</b>								
<b>Totals</b>				<b>Month 11 Weeks: 4</b>	<b>11/05</b>			
Spots	102			10/29	82			
Cost	195725				157270			
								38455

**Grand Totals:**

<b>Spots:</b>	<hr/>	<b>102</b>
<b>Gross Total:</b>	<hr/>	<b>195,725.00</b>
<b>Commission:</b>	<hr/>	<b>29,358.75</b>
<b>Net Total:</b>	<hr/>	<b>166,366.25</b>



**WFLA-TV**  
A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

**INVOICE / AFFIDAVIT**

21453  
Crossroads Media  
66 Canal Center Plaza  
Suite 555  
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)  
SLSR: HRP Washington, DC  
ADV: American Crossroads/ Issue  
PROD: American Crossroads

2012	WFLA I SS
INVOICE DATE	11/25/12 E:063945920
ORDER TYPE	Political
	WFLA
INVOICE NUMBER	0100033807
SCHEDULE DATES	10/29/12-11/11/12
PAGE	1
BROADCAST MONTH	10/29/2012 - 11/2
Standard Broadcast Month	
TERMS: NET 30 DAYS.	

REF#: 11 /27 /1274

Desc: Campaign Option Number 1, Booking1

SCHEDULE		ACTUAL BROADCAST						RECONCILIATION			
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH	M/G FOR PRODUCT	DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 1p Days Of Our Lives					*WFLA	:30	Commercial				
600.00	1	1	11/02	FR	12:58P	30	USPRTV28ACH	600.00			
M-F 10a News					*WFLA	:30	Commercial				
275.00	2	1	11/02	FR	10:15A	30	USPRTV28ACH	275.00			
Fri 10p ET / 9p CT Dateline			NB		*WFLA	:30	Commercial				
10000.00	3	1	11/02	FR	10:15P	30	USPRTV28ACH	10000.00	MAKEGDD	10000.00	
					MG FOR: 103 11/02						
M-F 1030a Extra					*WFLA	:30	Commercial				
250.00	4	1	11/02	FR	10:58A	30	USPRTV28ACH	250.00			
M-F 1135p ET / 1035p CT Tonight					*WFLA	:30	Commercial				
1300.00	5	1	11/02	FR	12:12A	30	USPRTV24ACH	1300.00			
M-F 12p Today Show III					*WFLA	:30	Commercial				
400.00	6	1	11/02	FR	12:27P	30	USPRTV28ACH	400.00			
M-F 2p Rachael Ray					*WFLA	:30	Commercial				
450.00	7	1	11/02	FR	02:47P	30	USPRTV24ACH	450.00			
M-F 3p Doctors					*WFLA	:30	Commercial				
750.00	8	1	11/02	FR	03:58P	30	USPRTV28ACH	750.00			
M-F 4p Dr Oz					*WFLA	:30	Commercial				
1130.00	9	1	11/02	FR	04:57P	30	USPRTV28ACH	1130.00			
M-F 5a News					*WFLA	:30	Commercial				
300.00	10	1	11/02	FR	05:20A	30	USPRTV28ACH	300.00			
M-F 5p News					*WFLA	:30	Commercial				
1700.00	11	1	11/02	FR	05:25P	30	USPRTV28ACH	1700.00			
M-F 530a News					*WFLA	:30	Commercial				
550.00	12	1	11/02	FR	05:42A	30	USPRTV28ACH	550.00			
M-F 530p News					*WFLA	:30	Commercial				
1700.00	13	1	11/02	FR	05:57P	30	USPRTV28ACH	1700.00			
M-F 6p News					*WFLA	:30	Commercial				

\*\*\* Continued \*\*\*

PERIOD COST	216,725.00	113 Total Units	Debits	10,000.00
		ACTUAL GROSS BILLING	Credits	11,500.00-
		AGENCY COMMISSION		1,500.00CR
		NET DUE	TOTAL RECONCILING	

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601

**News Channel 8**  
WFLA-TV Tampa, St. Petersburg

ADVERTISER  
American Crossroads/ Issue

PRODUCT  
American Crossroads

INVOICE NUMBER	0100033807	BROADCAST MONTH
		10/29/2012 - 11/25

AMOUNT DUE  
182,941.25

REMIT TO:

\*00157

000021453  
Crossroads Media  
66 Canal Center Plaza  
Suite 555  
ALEXANDRIA VA 22314

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425





**WFLA-TV**  
A MEDIA GENERAL STATION

200 S. Parker Street  
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**INVOICE / AFFIDAVIT**

21453  
Crossroads Media  
66 Canal Center Plaza  
Suite 555  
ALEXANORIA VA 22314

REP.: WFLA (Washington Dc)  
SLSR: HRP Washington, DC  
ADV.: American Crossroads/ Issue  
PROD.: American Crossroads

2012 INVOICE DATE	WFLA I SS 11/25/12 E:063945920
ORDER TYPE	Political
INVOICE NUMBER	PAGE BROADCAST MONTH
SCHEDULE DATES	2 10/29/2012 - 11/2
10/29/12-11/11/12	Standard Broadcast Month
TERMS: NET 30 DAYS	

REF# : 11 /27 /1274

Desc: Campaign Option Number 1 Booking 1

SCHEDULE		ACTUAL BROADCAST				RECONCILIATION				
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT	DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 6a News	2600.00	14 1	11/02	FR	06:15P	30	USPRTV24ACH *WFLA	2600.00		
M-F 630p ET / 530p CT	1500.00	15 1	11/02	FR	06:40A	30	USPRTV28ACH *WFLA	1500.00		
NBC Night	7000.00	16 1	11/02	FR	06:52P	30	USPRTV28ACH *WFLA	7000.00		
M-F 7p News	2200.00	17 1	11/02	FR	07:10P	30	USPRTV28ACH *WFLA	2200.00		
M-F 7a Today Show	2000.00	18 1	11/02	FR	08:57A	30	USPRTV28ACH *WFLA	2000.00		
M-F 730p Entertainment Tonight	2200.00	19 1	11/02	FR	07:38P	30	USPRTV28ACH *WFLA	2200.00		
M-F 9a Today Show II	1050.00	20 1	11/02	FR	09:57A	30	USPRTV24ACH *WFLA	1050.00		
M-F 1p Days Of Our Lives	600.00	21 1	11/05	MO	01:58P	30	USPRTV28ACH *WFLA	600.00		
M-F 10a News	275.00	22 1	11/05	MO	10:10A	30	USPRTV24ACH *WFLA	275.00		
M-F 1030a Extra	250.00	23 1	11/05	MO	10:58A	30	USPRTV28ACH *WFLA	250.00		
M-Su 11p News	2500.00	24 1	11/05	MO	11:21P	30	USPRTV28ACH *WFLA	2500.00		
M-F 1135p ET / 1035p CT	1300.00	25 1	11/05	MO	11:47P	30	USPRTV28ACH *WFLA	1300.00		
Tonight	400.00	26 1	11/05	MO	12:51P	30	USPRTV28ACH *WFLA	400.00		
M-F 12p Today Show III	450.00	27 1	11/05	MO	02:58P	30	USPRTV28ACH *WFLA	450.00		
M-F 2p Rachael Ray	750.00	28 1	11/05	MO	03:46P	30	USPRTV24ACH *WFLA	750.00		
M-F 4p Dr Oz	1130.00	29 1	11/05	MO	04:36P	30	USPRTV28ACH *WFLA	1130.00		
M-F 5a News	300.00	30 1	11/05	MO	05:11A	30	USPRTV24ACH *WFLA	300.00		
M-F 5p News	1700.00	31 1	11/05	MO	05:12P	30	USPRTV28ACH *WFLA	1700.00		
M-F 530a News	550.00	32 1	11/05	MO	05:53A	30	USPRTV28ACH *WFLA	550.00		
M-F 530p News	1700.00	33 1	11/05	MO	05:52P	30	USPRTV28ACH *WFLA	1700.00		
M-F 6p News	2600.00	34 1	11/05	MO	06:10P	30	USPRTV28ACH *WFLA	2600.00		
M-F 6a News	1500.00	35 1	11/05	MD	06:21A	30	USPRTV28ACH *WFLA	1500.00		
M-F 7p News	2200.00	36 1	11/05	MO	07:15P	30	USPRTV24ACH *WFLA	2200.00		
M-F 7a Today Show	2000.00	37 1	11/05	MO	07:23A	30	USPRTV28ACH *WFLA	2000.00		
*** Continued ***										

PERIOD COST 216,725.00

113 Total Units	Oebits 10,000.00
ACTUAL GROSS BILLING 215,225.00	Credits 11,500.00-
AGENCY COMMISSION 32,283.75	NET DUE 182,941.25
SUB-TOTALS TOTAL RECONCILING 1,500.00CR	

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Fax (813) 221-5787

**INVOICE / AFFIDAVIT**

21453  
Crossroads Media  
66 Canal Center Plaza  
Suite 555  
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)  
SLSR: HRP Washington, DC  
ADV: American Crossroads/ Issue  
PROD: American Crossroads

2012 INVOICE DATE	WFLA I SS 11/25/12 E:063945920
ORDER TYPE	Political
INVOICE NUMBER	PAGE BROADCAST MONTH
0100033807	3 10/29/2012 - 11/2
SCHEDULE DATES	10/29/12-11/11/12
TERMS: NET 30 DAYS.	Standard Broadcast Month

REF#: 11 /27 /1274

Desc: Campaign Option Number 1, Booking1

DESCRIPTION		PRICE	RT/SS# PER:	DATE	DAY	TIME	ACTUAL BROADCAST LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	RECONCILIATION
									REMARKS DEBIT/CREDIT
M-F 730p Entertainment Tonight		*WFLA					:30 Commercial		
2200.00	38	1	11/05	MO	07:46P		30 USPRTV28ACH 2200.00		
Mon 8-10p ET / 7-9p CT Voice		*WFLA					:30 Commercial		
15000.00	39	1	11/05	MO	09:19P		30 USPRTV28ACH 15000.00		
M-F 9a Today Show II		*WFLA					:30 Commercial		
1050.00	40	1	11/05	MO	09:56A		30 USPRTV28ACH 1050.00		
Sat 1130p ET / 1030p CT Saturday		*WFLA					:30 Commercial		
2650.00	41	1	11/03	SA	12:53A		30 USPRTV28ACH 2650.00		
Sat 7a Today Show		*WFLA					:30 Commercial		
1000.00	42	1	11/03	SA	08:19A		30 USPRTV28ACH 1000.00		
Sat 9a News		*WFLA					:30 Commercial		
600.00	43	1	11/03	SA	09:41A		30 USPRTV28ACH 600.00		
Sun 10a Meet The Press		*WFLA					:30 Commercial		
6500.00	44	1	11/04	SU			30 .00 Preempted 6500.00-		
Sun 6p News		*WFLA					:30 Commercial		
1600.00	45	1	11/04	SU	06:15P		30 USPRTV28ACH 1600.00		
Sun 630p ET / 530p CT NBC Night		*WFLA					:30 Commercial		
8000.00	46	1	11/04	SU	06:45P		30 USPRTV28ACH 8000.00		
Sun 8a Today Show		*WFLA					:30 Commercial		
1100.00	47	1	11/04	SU	08:25A		30 USPRTV28ACH 1100.00		
Sun 815p ET / 715p CT NBC Sunday		*WFLA					:30 Commercial		
28000.00	48	1	11/04	SU	11:27P		30 USPRTV28ACH 28000.00		
Sun 9a News		*WFLA					:30 Commercial		
600.00	49	1	11/04	SU	09:47A		30 USPRTV24ACH 600.00		
M-F 1p Days Of Our Lives		*WFLA					:30 Commercial		
600.00	50	1	11/01	TH	01:59P		30 USPRTV28ACH 600.00		
M-F 10a News		*WFLA					:30 Commercial		
275.00	51	1	11/01	TH	10:26A		30 USPRTV28ACH 275.00		
M-F 1030a Extra		*WFLA					:30 Commercial		
250.00	52	1	11/01	TH	10:49A		30 USPRTV28ACH 250.00		
M-Su 11p News		*WFLA					:30 Commercial		
2500.00	53	1	11/01	TH	11:29P		30 USPRTV24ACH 2500.00		
M-F 12p Today Show III		*WFLA					:30 Commercial		
400.00	54	1	11/01	TH	12:29P		30 USPRTV24ACH 400.00		
M-F 2p Rachael Ray		*WFLA					:30 Commercial		
450.00	55	1	11/01	TH	02:54P		30 USPRTV28ACH 450.00		
M-F 3p Doctors		*WFLA					:30 Commercial		
750.00	56	1	11/01	TH	03:24P		30 USPRTV28ACH 750.00		
M-F 4p Dr Oz		*WFLA					:30 Commercial		
1130.00	57	1	11/01	TH	04:36P		30 USPRTV28ACH 1130.00		
M-F 5a News		*WFLA					:30 Commercial		
300.00	58	1	11/01	TH	05:29A		30 USPRTV28ACH 300.00		
M-F 5p. News		*WFLA					:30 Commercial		
1700.00	59	1	11/01	TH	05:21P		30 USPRTV24ACH 1700.00		
M-F 530a News		*WFLA					:30 Commercial		
550.00	60	1	11/01	TH	05:52A		30 USPRTV24ACH 550.00		
M-F 530p News		*WFLA					:30 Commercial		
*** Continued ***									

PERIOD COST	216,725.00	113 Total Units	Debits 10,000.00
ACTUAL GROSS BILLING	215,225.00	SUB-TOTALS	Credits 11,500.00-
AGENCY COMMISSION	32,283.75	NET RECONCILING	1,500.00CR
NET DUE	182,941.25		

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A MEDIA GENERAL STATION

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Fax (813) 221-5787

**INVOICE / AFFIDAVIT**

21453  
Crossroads Media  
66 Canal Center Plaza  
Suite 555  
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)  
SLSR: HRP Washington, DC  
ADV: American Crossroads/ Issue  
PROD: American Crossroads

2012 INVOICE DATE	WFLA I SS 11/25/12 E:063945920
ORDER TYPE	Political
INVOICE NUMBER	PAGE BROADCAST MONTH
0100033807	4 10/29/2012 - 11/2
SCHEDULE DATES 10/29/12-11/11/12	Standard Broadcast Month
TERMS: NET 30 DAYS.	

REF#: 11 /27 /1274

Desc: Campaign Option Number 1, Booking 1

SCHEDULE		ACTUAL BROADCAST					RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 6p News	1700.00	61	1	11/01	TH 05:52P	30	USPRTV28ACH :30	Commercial	1700.00
	2600.00	62	1	11/01	TH 06:15P	30	USPRTV28ACH :30	Commercial	2600.00
M-F 7p News	2200.00	63	1	11/01	TH 07:08P	30	USPRTV28ACH :30	Commercial	2200.00
M-F 7a Today Show	2000.00	64	1	11/01	TH 07:26A	30	USPRTV28ACH :30	Commercial	2000.00
M-F 730p Entertainment Tonight	2200.00	65	1	11/01	TH 07:44P	30	USPRTV28ACH :30	Commercial	2200.00
M-F 9a Today Show II	1050.00	66	1	11/01	TH 09:51A	30	USPRTV28ACH :30	Commercial	1050.00
M-F 1p Days Of Our Lives	600.00	67	1	10/30	TU 01:43P	30	USPRTV24ACH :30	Commercial	600.00
M-F 10a News	275.00	68	1	10/30	TU 10:12A	30	USPRTV28ACH :30	Commercial	275.00
M-F 1030a Extra	250.00	69	1	10/30	TU 10:55A	30	USPRTV28ACH :30	Commercial	250.00
M-Su 11p News	2500.00	70	1	10/30	TU 11:28P	30	USPRTV28ACH :30	Commercial	2500.00
M-F 12p Today Show III	400.00	71	1	10/30	TU 12:59P	30	USPRTV28ACH :30	Commercial	400.00
M-F 2p Rachael Ray	450.00	72	1	10/30	TU 02:53P	30	USPRTV28ACH :30	Commercial	450.00
M-F 3p Doctors	750.00	73	1	10/30	TU 03:40P	30	USPRTV28ACH :30	Commercial	750.00
M-F 4p Dr Oz	1130.00	74	1	10/30	TU 04:12P	30	USPRTV28ACH :30	Commercial	1130.00
M-F 5a News	300.00	75	1	10/30	TU 05:11A	30	USPRTV28ACH :30	Commercial	300.00
M-F 5p News	1700.00	76	1	10/30	TU 05:28P	30	USPRTV28ACH :30	Commercial	1700.00
M-F 530a News	550.00	77	1	10/30	TU 05:42A	30	USPRTV28ACH :30	Commercial	550.00
M-F 530p News	1700.00	78	1	10/30	TU 05:54P	30	USPRTV24ACH :30	Commercial	1700.00
M-F 6p News	2600.00	79	1	10/30	TU 06:10P	30	USPRTV28ACH :30	Commercial	2600.00
M-F 7p News	2200.00	80	1	10/30	TU 07:12P	30	USPRTV28ACH :30	Commercial	2200.00
M-F 7a Today Show	2000.00	81	1	10/30	TU 08:48A	30	USPRTV24ACH :30	Commercial	2000.00
M-F 730p Entertainment Tonight	2200.00	82	1	10/30	TU 07:40P	30	USPRTV28ACH :30	Commercial	2200.00
M-F 9a Today Show II	1050.00	83	1	10/30	TU 09:52A	30	USPRTV28ACH :30	Commercial	1050.00
M-F 1p Days Of Our Lives	600.00	84	1	10/31	WE 12:58P	30	USPRTV28ACH :30	Commercial	600.00
*** Continued ***									

PERIOD COST 216,725.00

113 Total Units	Debits 10,000.00
ACTUAL GROSS BILLING 215,225.00	Credits 11,500.00-
AGENCY COMMISSION 32,283.75	TOTAL RECONCILING 1,500.00CR
NET DUE 182,941.25	

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**WFLA-TV**  
A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 288-8888  
Fax (813) 221-5787

**INVOICE / AFFIDAVIT**

21453  
Crossroads Media  
66 Canal Center Plaza  
Suite 555  
ALEXANORIA VA 22314

REP.: WFLA (Washington Dc)  
SLSR: HRP Washington, DC  
ADV.: American Crossroads/ Issue  
PROD: American Crossroads

2012	WFLA I SS
INVOICE DATE	11/25/12 E:063945920
ORDER TYPE	Political
INVOICE NUMBER	WFLA
SCHEDULE DATES	PAGE BROADCAST MONTH
10/29/12-11/11/12	5 10/29/2012 - 11/2
Standard Broadcast Month	
TERMS: NET 30 DAYS.	

REF#: 11 /27 /1274

Desc: Campaign Option Number 1, Booking1

SCHEDULE		ACTUAL BROADCAST						RECONCILIATION			
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH	M/G FOR PRODUCT	DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 10a News					*WFLA	:30	Commercial				
	275.00	85	1	10/31	WE 10:17A	30	USPRTV24ACH		275.00		
M-F 1030a Extra					*WFLA	:30	Commercial				
	250.00	86	1	10/31	WE 10:59A	30	USPRTV28ACH		250.00		
M-F 1135p ET / 1035p CT Tonight					*WFLA	:30	Commercial				
	1300.00	87	1	10/31	WE 11:46P	30	USPRTV28ACH		1300.00		
M-F 12p Today Show III					*WFLA	:30	Commercial				
	400.00	88	1	10/31	WE 12:29P	30	USPRTV28ACH		400.00		
M-F 2p Rachael Ray					*WFLA	:30	Commercial				
	450.00	89	1	10/31	WE 02:34P	30	USPRTV28ACH		450.00		
M-F 3p Doctors					*WFLA	:30	Commercial				
	750.00	90	1	10/31	WE 03:55P	30	USPRTV24ACH		750.00		
M-F 4p Dr Oz					*WFLA	:30	Commercial				
	1130.00	91	1	10/31	WE 04:12P	30	USPRTV28ACH		1130.00		
M-F 5a News					*WFLA	:30	Commercial				
	300.00	92	1	10/31	WE 05:28A	30	USPRTV24ACH		300.00		
M-F 5p News					*WFLA	:30	Commercial				
	1700.00	93	1	10/31	WE 05:22P	30	USPRTV28ACH		1700.00		
M-F 530a News					*WFLA	:30	Commercial				
	550.00	94	1	10/31	WE 05:57A	30	USPRTV28ACH		550.00		
M-F 530p News					*WFLA	:30	Commercial				
	1700.00	95	1	10/31	WE 05:38P	30	USPRTV28ACH		1700.00		
M-F 6p News					*WFLA	:30	Commercial				
	2600.00	96	1	10/31	WE 06:23P	30	USPRTV28ACH		2600.00		
M-F 6a News					*WFLA	:30	Commercial				
	1500.00	97	1	10/31	WE 06:57A	30	USPRTV28ACH		1500.00		
M-F 630p ET / 530p CT N8C Night					*WFLA	:30	Commercial				
	7000.00	98	1	10/31	WE 06:45P	30	USPRTV24ACH		7000.00		
M-F 7p News					*WFLA	:30	Commercial				
	2200.00	99	1	10/31	WE 07:24P	30	USPRTV28ACH		2200.00		
M-F 7a Today Show					*WFLA	:30	Commercial				
	2000.00	100	1	10/31	WE 07:59A	30	USPRTV28ACH		2000.00		
M-F 730p Entertainment Tonight					*WFLA	:30	Commercial				
	2200.00	101	1	10/31	WE 07:47P	30	USPRTV28ACH		2200.00		
M-F 9a Today Show II					*WFLA	:30	Commercial				
	1050.00	102	1	10/31	WE 09:56A	30	USPRTV28ACH		1050.00		
Fri 10p ET / 9p CT Revolution					*WFLA	:30	Commercial				
	10000.00	103	1	11/02	FR	30			.00	Preempt Program Change	.00-
Sat 7p Star Watch					*WFLA	:30	Commercial		.00	Preempt Sp. Over run	2500.00-
	2500.00	104	2	11/03	SA	30			.00	Preempt Sp. Over run	2500.00-
					11/03 SA	30					

\*\*\* Continued \*\*\*

PERIOD COST	216,725.00	113 Total Units	Debits	10,000.00
		ACTUAL GROSS BILLING	Credits	11,500.00-
		AGENCY COMMISSION		1,500.00CR
		NET DUE		

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2012	WFLA I SS
INVOICE DATE	11/25/12 E:063945920
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INVOICE NUMBER	WFLA
SCHEDULE DATES	PAGE BROADCAST MONTH
10/29/12-11/11/12	6 10/29/2012 - 11/2
Standard Broadcast Month	
TERMS: NET 30 DAYS.	

REF #: 11 /27 /1274

Desc: Campaign Option Number 1, Booking 1

SCHEDULE			ACTUAL BROADCAST						RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH	M/G FOR PRODUCT	DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 6a News					*WFLA	:30	Commercial				
	1500.00	105	2	11/05	MO 06:53A	30	USPRTV28ACH		1500.00		
				11/05	MO 06:57A	30	USPRTV24ACH		1500.00		
Sat 7a Today Show					*WFLA	:30	Commercial				
	1000.00	106	1	11/03	SA 08:28A	30	USPRTV28ACH		1000.00		
Mon 8-10p ET / 7-9p CT Voice					*WFLA	:30	Commercial				
	10500.00	107	1	11/05	MO 09:41P	30	USPRTV28ACH		10500.00		
Sat Notre Dame Football					*WFLA	:30	Commercial				
	1750.00	108	3	11/03	SA 03:33P	30	USPRTV28ACH		1750.00		
				11/03	SA 04:20P	30	USPRTV24ACH		1750.00		
				11/03	SA 06:17P	30	USPRTV28ACH		1750.00		
M-F 1135p ET / 1035p CT Tonight					*WFLA	:30	Commercial				
	1250.00	109	1	11/05	MO 11:57P	30	USPRTV28ACH		1250.00		
M-F 5a News					*WFLA	:30	Commercial				
	400.00	110	1	11/06	TU 05:23A	30	USPRTV28ACH		400.00		
M-F 530a News					*WFLA	:30	Commercial				
	600.00	111	1	11/06	TU 05:59A	30	USPRTV28ACH		600.00		
M-F 7a Today Show					*WFLA	:30	Commercial				
	2000.00	112	2	11/06	TU 07:23A	30	USPRTV24ACH		2000.00		
				11/06	TU 08:36A	30	USPRTV28ACH		2000.00		
Total Airtime Gross Spot Revenue:					215,225.00						

PERIOD COST 216,725.00

113 Total Units  
ACTUAL GROSS BILLING 215,225.00  
AGENCY COMMISSION 32,283.75  
NET DUE 182,941.25

Debits 10,000.00  
Credits 11,500.00-  
TOTAL RECONCILING 1,500.00CR

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